AMENDMENTS TO THE SPECIFICATION

Please amend the specification as detailed below.

[0025] FIGS. 2-7 are conceptual diagrams showing typical adaptation and display of a sample adaptive media package. FIG. 2 shows the IP message 200 as it is initially delivered to the recipient computer system. The IP message includes a message header 201, as well as HTML contents 210 embodying the initial layer of the adaptive media package. The initial layer typically includes visual information that provides a visual context for the digital content element of the adaptive media package, such as a static image. In some embodiments, this static image is divided into a number of smaller panels, which are requested separately by separate inclusion links in the initial layer and displayed in an arrangement that forms the image. The initial layer typically does not contain any digital content elements. Rather, the initial layer includes an inclusion link 212 to one or more scripts for testing the capabilities of the recipient computer system and selecting the appropriate layer of the message to ultimately display. As is discussed in conjunction with FIGS. 3-5 below, if IP message 200 is opened in an email client program that supports HTML message scripting, inclusion link 212 is given effect in order to incorporate the testing and selecting scripts into email message 200, then execute them to ultimately replace replaceable section 211 of the email message with data embodying the selected layer. As discussed below in conjunction with FIGS. 6 and 7, if email message 200 is displayed in a manner that does not support HTML scripting, such as an email client that does not have that capability, an email client in which that capability is disabled, or a special mode of an email client in which that capability is unavailable, such as a preview pane, then the user may click on a ~~traversible~~ traversable link 213 to a browser-based version of the adaptive media package, in order to test the capabilities of the recipient system, select an appropriate layer, and display the selected layer in a web browser window.

[0032] FIGS. 6 and 7 show the display of the adaptive media package in a separate browser window when scripting in the IP message cannot be processed. FIG. 6 shows the traversal by the user of ~~traversible~~ traversable link 213 to a browser-based version

of the adaptive media package. When this link is traversed, such as by clicking on it, a new browser window 600 is opened. The browser window contains browser controls 601 as well as the data downloaded using the reference stored in the ~~traversible~~ traversable link. This data includes browser-based test and select scripts 610 that are similar to test and select scripts 320, and perform a similar function. The data loaded into the browser also includes a redirect link 620 to a web page containing the layer selected by the test and select scripts. Once the test and select scripts execute to test the capabilities the recipient computer system and select an appropriate layer, the redirect link loads a web page embodying the selected layer into browser window 600.

[0035] FIG. 8 is a flow diagram showing the adaptation and display of an adaptive media package. In step 801, an IP message containing the initial layer of the adaptive media package is delivered to the recipient computer system. The IP message contains a ~~traversible~~ traversable link to a layer selector for browser-based viewing of the adaptive media package, as well as an inclusion link for test and replace scripts that support email message-based viewing of the adaptive media package. In step 802, if HTML messages are supported by the email client on the recipient computer system, then the facility continues to step 803, else the facility continues in step 806. In step 803, if JavaScript is enabled for the IP message as currently displayed, then the facility continues in step 804, else the facility continues in step 807. In step 804, the inclusion link is dereferenced to load and execute scripts to determine the relevant system characteristics of the recipient computer system, select an appropriate layer based upon those characteristics, retrieve the selected layer from the server, and substitute the selected layer into the IP message for the initial layer. In step 805, the facility displays the IP message containing the substituted layer, which includes the version of the digital content element or elements contained in the substituted layer. In step 806, though HTML IP messages are not supported by the email client, a portion of the email message in plain text is displayed and contains a link to a layer selector web page for browser-based viewing of the adaptive media package. Similarly, in step 807, the rendered HTML IP message containing the initial layer is displayed, which also includes

a link to the layer selector web page for browser-based viewing of the adaptive media package. In step 808, one of these links is traversed by the recipient. In step 809, the web page containing the layer selector is loaded into a new browser window. The scripts included in this web page are executed to determine the relevant system characteristics, select a layer that is appropriate in light of these characteristics, and redirect the browser to a web page embodying the selected layer. In step 810, the selected layer is displayed in the browser window, including one or more digital content elements of the appropriate type.

[0037] FIGS. 10-18 are display diagrams showing the display of various different layers of a sample adaptive media package. FIG. 10 is a display diagram showing the display of the initial layer of the adaptive media package. The display occurs in the window 1000 of the recipient computer system's email client. The email client contains an in-box 1010 for received email messages, which in turn contains the email message 1011 containing the adaptive media package. The contents of this message are shown in a preview pane 1020 of the email client. In the preview pane, both the email header 1021 and the email contents 1022 are shown. Because this email client does not execute scripts for messages whose contents are shown in its preview pane, the script in the email message does not execute, and the initial layer of the adaptive media package continues to be displayed. This layer includes ~~traversible~~ traversable link 1023, which the recipient may click in order to display the adaptive media package in a separate web browser window.

[0046] FIG. 18 is a display diagram showing a subsequent layer containing a ~~traversible~~ traversable link 1822 for retrieving and installing a suitable video media player that is displayed in a web browser.